













Appendix 1 – Customer Focus Blueprint

TECHNICAL THEMES	 <p>Contact Centre</p> <ul style="list-style-type: none"> • 1 corporate contact centre (telephone, email correspondence) • Level 1 support (switchboard, triage, signposting, simple queries) • Level 2 support (specialist advice) • One telephone number/email inbox • Caters for out of hours/emergency 	 <p>Technology Enhancement</p> <ul style="list-style-type: none"> • Create one single corporate CRM • Rationalise IT systems • Front and back end system integration • Invest in self serve opportunities • Utilise applications where applicable • Remove offline spreadsheets/databases 	 <p>Website/ Applications</p> <ul style="list-style-type: none"> • Streamlined website • Easy to use/navigate • Caters for all customers • Signposted content/departments • Mobile ready/compatible/ use of Apps • Links for existing portals e.g. Members 	 <p>Data and Customer Insight</p> <ul style="list-style-type: none"> • Enhanced quality of data • Remove duplication • Easier to extract and manipulate • Greater analytics and insight • Identify lessons learned • Use to improve performance
CONTACT THEMES	 <p>Digital First</p> <ul style="list-style-type: none"> • Identify services for digital delivery • Increase self serve opportunities • Drive channel shift • Front and back end system integration • Enable new ways of working for admin 	 <p>Assisted Digital</p> <ul style="list-style-type: none"> • Clinics/kiosks in selected facilities • Accessibility and inclusion for all • Consistent telephone support • Education/training for customers on new ways of working • Communication/engagement strategy 	 <p>Multi Channel Approach</p> <ul style="list-style-type: none"> • Multi channel approach • Adhering to digital first principle • Greater use of digital services • Restricted face to face support • Higher quality of website content • Higher quality telephony service 	 <p>Social Media</p> <ul style="list-style-type: none"> • Consistent approach/ Corporate Sponsor • Streamlined approvals for content • Effective resourcing • Tailoring messages to customers based on greater insight
ORG THEMES	 <p>Marketing/ Communication</p> <ul style="list-style-type: none"> • Focused and targeted marketing • Promote new channels/services • Promote customer vision/standards internal/external to the organisation • Communication/engagement plan 	 <p>Process Redesign</p> <ul style="list-style-type: none"> • Identify processes for redesign • Improved ways of working • Efficiency and productivity gains • Organisation transformation/change 	 <p>Area Based Services</p> <ul style="list-style-type: none"> • Align to 'service integration' project • Nominated contact person per area • Area field staff advocate for customer • Develop Expertise based on area 	 <p>Culture and Change Management</p> <ul style="list-style-type: none"> • Integration with change prog • Identify org change requirements • Staff training in vision • Staff training in new systems • Staff training in processes
STANDARD THEMES	<p>Service Quality</p> <p>Customer Contact</p> <p>Focus on the Customer</p> <p>Accountability (Corporate and Business Standards)</p> <p>Consistency across Council and Business Areas</p>			